



IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Applicant: **ROSS KONINGSTEIN**

Serial No.: **10/750,451**

Filing Date: **December 31, 2003**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR
ADVERTISEMENTS**

Examiner: **Not yet assigned**

Group Art Unit: **2611**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

Information Disclosure Statement Transmittal

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of the references is enclosed.

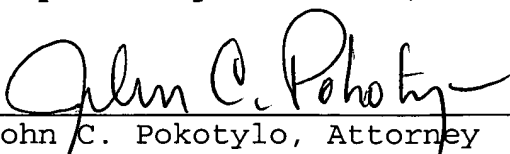
The applicant reserves the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicant assumes that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3). **Accordingly, it is believed that no fee is due.**

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

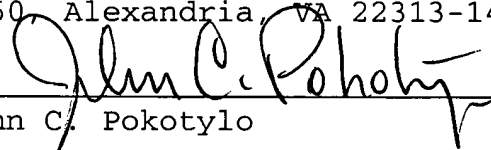
Dated: October 15, 2004


John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
(732) 542-9070

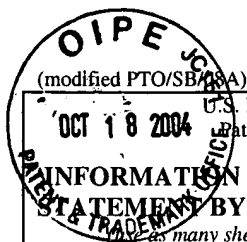
STRAUB & POKOTYLO
620 Tinton Avenue
Bldg. B, 2nd Floor
Tinton Falls, NJ 07724-3260

CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **October 15, 2004** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


John C. Pokotylo

36,242
Reg. No.



U.S. Department of Commerce
Patent and Trademark Office

Complete if Known

Application Number: **10/750,451**
Filing Date: **December 31, 2003**
First Named Inventor: **Ross KONINGSTEIN**
Group Art Unit: **2611**
Examiner Name: **Not yet assigned**

Sheet **1** of **2** Attorney Docket No.: **Google-41 (GP-099-00-US)**

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
	AA	5,948,061	09-07-1999	MERRIMAN et al.	
	AB	5,996,007	11-30-1999	KLUG et al.	
	AC	6,119,098	09-12-2000	GUYOT et al.	
	AD	6,119,101	09-12-2000	PECKOVER	
	AE	6,141,658	10-31-2000	MEHR et al.	
	AF	6,144,944	11-07-2000	KURTZMAN, II et al.	
	AG	6,161,127	12-12-2000	CEZAR et al.	
	AH	6,178,407	01-23-2001	LOTVIN et al.	
	AI	6,182,050	01-30-2001	BALLARD	
	AJ	6,216,129	04-10-2001	ELDERING	
	AK	6,236,975	05-22-2001	BOE et al.	
	AL	6,236,977	05-22-2001	VERBA et al.	
	AM	6,236,991	05-22-2001	FRAUENHOFER et al.	
	AN	6,246,994	06-12-2001	WOLVEN et al.	
	AO	6,298,348	10-02-2001	ELDERING	
	AP	6,308,202	10-23-2001	COHN et al.	
	AQ	US 2001/0037377	11-01-2001	NAKANO et al.	
	AR	6,385,592	05-07-2002	ANGLES et al.	
	AS	6,393,471	05-21-2002	KOBATA	
	AT	6,401,075	06-04-2002	MASON et al.	
	AU	US 2002/0087404	07-04-2002	SILKEY et al.	
	AV	US 2002/0107740	08-08-2002	ABIKO	
	AW	US 2002/0165773	11-07-2002	NATSUNO et al.	
	AX	US 2002/0169669	11-14-2002	STETSON et al.	
	AY	US 2003/0033199	02-13-2003	COLEMAN	
	AZ	US 2003/0033292	02-13-2003	MEISEL et al.	
	BA	6,560,578	05-06-2003	ELDERING	
	BB	6,601,041	07-29-2003	BROWN et al.	
	BC	6,647,269	11-11-2003	HENDREY et al.	
	BD	6,651,253	11-18-2003	DUDKIEWICZ et al.	
	BE	US 2003/0216930	11-20-2003	DUNHAM et al.	
	BF	6,654,725	11-25-2003	LANGHEINRICH et al.	
	BG	US 2004/0044576	03-04-2004	KURIHARA et al.	
	BH	6,714,975	03-30-2004	AGGARWAL et al.	
	BI	6,725,203	04-20-2004	SEET et al.	
	BJ	6,745,161	06-01-2004	ARNOLD et al.	
	BK	US 2004/0107137	06-03-2004	SKINNER	
	BL	6,757,661	06-29-2004	BLASER et al.	

Examiner Signature	Date Considered
--------------------	-----------------

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.

U.S. Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>		Application Number: 10/750,451 Filing Date: December 31, 2003 First Named Inventor: Ross KONINGSTEIN Group Art Unit: 2611 Examiner Name: Not yet assigned	
Sheet	2	of	2
		Attorney Docket No.: Google-41 (GP-099-00-US)	

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
	BM	Nielsen, Jakob, "Designing Web Ads Using Click-Through Data," (September 2, 2001) downloaded from http://www.useit.com/alertbox/20010902.html , 5 pgs.	
	BN	"Acronym KeyWord? Search Engine Keyword Advertising," downloaded from http://www.acronym.com/html/ppc.html , 1 pg.	
	BO	Clay, Bruce, "Search Engine Optimization," downloaded from http://www.bruceclay.com/web_rank.htm , 16 pgs.	
	BP	"Google AdWords Keyword Match Advertising," downloaded from http://www.searchenginejournal.com/index.php?p=347&c=1 , 2 pgs.	
	BQ	Gerhart, Andrew, "Keyword Testing for Increased Search Engine Conversion Rates," (July 15, 2002) downloaded from http://www.searchengineguide.com/gerhart/2002/0715_ag1.html , 4 pgs.	
	BR	Fortanet, I., Palmer, J.C., Posteguillo, S., "Netvertising: content-based subgeneric variations in a digital genre," System Sciences, 1998, Proceedings of the Thirty-First Hawaii International Conference on IEEE, (January 6-9 1998) 1 pg.	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.